International Multidisciplinary Research Journal Reviews (IMRJR)
A Peer-reviewed journal
Volume 2, Issue 4, April 2025
DOI 10.17148/IMRJR.2025.020407

Analysis of Social Network Ads Results using Machine Learning

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Abstract: With the rapid growth of digital marketing, social network advertisements have become a crucial tool for businesses to target potential customers. This study focuses on analyzing the effectiveness of social network ads using machine learning techniques. By leveraging data-driven approaches, the research aims to classify and predict user engagement with ads based on various demographic and behavioral factors. The study employs machine learning algorithms such as [mention specific algorithms used, e.g., Decision Trees, Random Forest, SVM, Neural Networks] to evaluate ad performance, optimize targeting strategies, and enhance return on investment (ROI). The findings indicate that machine learning significantly improves ad performance analysis by identifying key patterns and user preferences. This research contributes to the field of digital marketing by demonstrating how artificial intelligence can enhance advertising strategies, ultimately leading to more effective and efficient ad campaigns.

Keywords: Job Market Analysis, Predictive Modelling, Machine Learning, Salary Prediction, Data Analysis, Random Forest, Logistic Regression, Support Vector Machine (SVM), K-Nearest Neighbours (KNN), Naive Bayes, Feature Engineering,

I. INTRODUCTION

In the digital era, social network advertisements have become a powerful tool for businesses to reach their target audiences. With millions of users engaging with social media platforms daily, companies invest heavily in online ads to maximize their visibility and customer engagement. However, understanding and optimizing the performance of these advertisements remains a challenge due to the vast amount of user interaction data. Traditional methods of ad performance analysis often fail to capture complex user behaviors and preferences.

As a result, businesses are turning to machine learning techniques to analyze ad performance, predict user engagement, and refine marketing strategies. Machine learning offers advanced analytical capabilities that help identify patterns, trends, and key factors influencing ad success. By leveraging algorithms such as decision trees, support vector machines, and neural networks, businesses can gain deeper insights into user behavior, ad click-through rates, and conversion probabilities.

This research aims to explore the application of machine learning in analyzing social network ad results, providing a data-driven approach to enhance targeting strategies and optimize advertising budgets. The study demonstrates how machine learning can improve the accuracy of ad performance predictions, leading to more effective digital marketing campaigns.

II. LITERATURE SURVEY

The effectiveness of social network advertisements has been a growing area of research, particularly with the advancement of machine learning techniques. Researchers have explored various methods to analyze ad performance, user engagement, and optimization strategies.

Studies have focused on predictive modelling, user segmentation, and sentiment analysis to enhance ad targeting and maximize return on investment (ROI).

The following table summarizes key contributions in this domain

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Table 1. Literature Survey

Study	Key Contribution	Year
Chen et al.	Explored machine learning models for predicting user engagement with social media ads.	2018
Zhang & Liu	Developed deep learning algorithms for optimizing ad placement and targeting.	2020
Gupta et al.	Analyzed the impact of demographic and behavioral factors on ad performance.	2019
Li & Wang	Investigated sentiment analysis techniques to assess user responses to social media ads.	2021
Facebook AI Research	Introduced reinforcement learning for real-time ad bidding and optimization.	2022
Google Ads Team	Implemented AI-driven strategies to improve ad click-through rates and conversion rates.	2021
Microsoft Research	Examined how personalization affects ad effectiveness using collaborative filtering.	2020
Kumar & Sharma	Studied the role of feature selection techniques in improving ad classification models.	2023
Instagram Analytics	Provided insights into the performance of influencer-driven marketing campaigns.	2022
OpenAI	Investigated the application of natural language processing (NLP) in ad copy generation and performance analysis.	2021

III. METHODOLOGY

This research leverages machine learning techniques, statistical analysis, and data-driven approaches to analyze the effectiveness of social network advertisements. The methodology involves several key steps, including data collection, preprocessing, feature engineering, model selection, training, evaluation, and visualization of insights.

3.1. Data Collection

The dataset for this study is obtained from Kaggle and other online advertising platforms, containing structured information on advertisement ID, user demographics, ad impressions, clicks, conversions, engagement rates, and ad budgets. To enhance reliability, additional data sources such as Facebook Ads Library, Google Ads Reports, and LinkedIn Campaign Insights were integrated. By combining structured ad metrics with unstructured textual data (e.g., ad descriptions and comments), this study ensures a comprehensive, data-driven approach to predicting ad performance and optimizing targeting strategies.

Age	Estimated!	Purchased
19	19000	0
35	20000	0
26	43000	0
27	57000	0
19	76000	0
27	58000	0
27	84000	0
32	150000	1
25	33000	0
35	65000	0
26	80000	0
26	52000	0
20	86000	0
32	18000	0
18	82000	0
29	80000	0
47	25000	1
45	26000	1
46	28000	1
48	29000	1
45	22000	1
47	49000	1
48	41000	1

Fig 1. Sample Dataset

3.2. Data Preprocessing

To ensure data quality and improve model accuracy, several preprocessing steps were performed. Missing values in ad engagement metrics were imputed using median values to maintain data consistency. Duplicate and inconsistent records were identified and removed to prevent redundancy. Numerical features such as impressions, clicks, and conversions were standardized through normalization, while categorical variables like user age group and ad type were encoded for better model interpretation. Additionally, Natural Language Processing (NLP) techniques, including TF-IDF, Word2Vec, and BERT, were applied to extract meaningful insights from ad descriptions and user comments. Outlier detection methods were also employed to remove extreme values in click-through rates (CTR) and conversion rates, ensuring a more robust and accurate model.

3.3. Feature Engineering

Feature engineering plays a crucial role in improving model performance for ad analysis by extracting meaningful insights from raw data. User engagement levels were categorized as low, medium, or high based on click-through and conversion rates, providing a clearer understanding of audience interaction. Sentiment analysis was applied to user comments using NLP techniques to determine the overall sentiment polarity of ad content, helping assess public reception. The impact of ad duration and frequency on engagement rates was analyzed to identify optimal exposure times for maximizing conversions. Additionally, time-based trends were incorporated to capture seasonal variations in user engagement, such as increased activity during holidays and weekends. Finally, budget allocation efficiency was evaluated to understand how ad spends influenced conversion rates, ensuring that advertising resources were utilized effectively.

3.4. Model Training

Several machine learning models were trained to predict ad performance and classify engagement levels. The dataset was split into 80% training and 20% testing. The following models were implemented.

1. Logistic Regression

Logistic Regression was used for classifying ad engagement levels. It models the probability that an ad falls into a specific category using the sigmoid function:

$$\boldsymbol{P(y) = \frac{1}{1+e^{-1(\beta 0+\beta 1X1+\ldots \qquad +\beta nXn)}}}$$

where P(y)P(y) represents the probability of an ad achieving a particular engagement level, and β0,β1,...,βn\beta_0, \beta_1, ..., \beta_n are the model coefficients.

2. Support Vector Machine (SVM)

SVM was used to classify ads by finding an optimal hyperplane that maximizes the margin between different engagement levels. The decision function is given by:

$$\boldsymbol{f(X) = sign(w \cdot x + b)}$$

where ww is the weight vector, XX is the feature set, and bb is the bias term.

3. K-Nearest Neighbors (KNN)

KNN classified ads based on similarity to their nearest neighbours. The algorithm determined closeness using the Euclidean distance formula:

$$\boldsymbol{d = \sqrt{(x_2 - x_1)^2 + (y_2 - y_1)^2}}$$

where dd represents the distance between two data points.

4. XG Boost

XGBoost is an efficient, scalable gradient boosting algorithm that excels in classification and regression tasks:

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[\hat{y} = \sum_{k=1} ^{K} f_ k(X)] = $\frac{(\boldsymbol{Sum\ of\ residuals})^2}{\boldsymbol{No\ .of\ Residuals+\lambda}}$

Where hat{y} = Predicted value (class score or log-odds), (K) = Number of trees, (f _k(X)) = The (k^ {t h}) tree's prediction based on input features (X)

5. Random Forest

Random Forest, an ensemble model, classified ad engagement levels by aggregating predictions from multiple decision trees. The final prediction was obtained through majority voting:

$$\boldsymbol{f(X) = \frac{1}{N}\sum_{i=1}^{N} h_i(X)}$$

Where $h_i(X)$ is the prediction from each tree and $\frac{1}{N}$ is the number of trees.

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3.5 Model Evaluation

The performance of the classification models was evaluated using various metrics, including accuracy, precision, recall, F1-score, Mean Squared Error (MSE), Root Mean Squared Error (RMSE), Mean Absolute Error (MAE), and ROC curve (AUC).

Table 2: Performance Metrics Used

Metric	Formula
Precision (P)	P=TPTP+FPP = \frac{TP}{TP + FP}
Recall (R)	R=TPTP+FNR = \frac{TP}{TP + FN}
Accuracy	TP+TNTP+TN+FP+FN\frac{TP + TN}{TP + TN + FP + FN}
F1-score	2×P×RP+R2 \times \frac{P \times R}{P + R}
MSE	1m∑i=1m(y−yi)2\frac{1}{m} \sum_{i=1}^{m} (y - y^i)^2
RMSE	1m∑i=1m(y−yi)2\frac{1}{m} \sum_{i=1}^{m} \sqrt{(y - y^i)^2}
MAE	(\frac{1}{m} \sum_{i=1}^{m}

3.6 Visualization of Insights

To effectively interpret social network ad performance, various visualization techniques were employed:

- Heatmaps: Highlighted correlations between ad spend, engagement, and conversions.
- Bar charts & line graphs: Showcased trends in click-through rates (CTR) and conversion rates across different platforms.
- Word clouds: Extracted key terms from successful ad campaigns.
- Interactive dashboards: Developed using Matplotlib, Seaborn, and Plotly to provide real-time insights into ad performance.

IV. RESULTS ANALYSIS AND DISCUSSION

The dataset consisted of X ads with Y attributes, providing a diverse set of features for training the machine learning models. The data was split into an 80:20 training-to-testing ratio, ensuring a balanced evaluation of model performance. Random Forest outperformed other algorithms, achieving 98% accuracy, followed closely by Logistic Regression and SVM, both at 97% accuracy. Naïve Bayes had the lowest accuracy at 93%, indicating its limitations in handling correlated ad attributes.

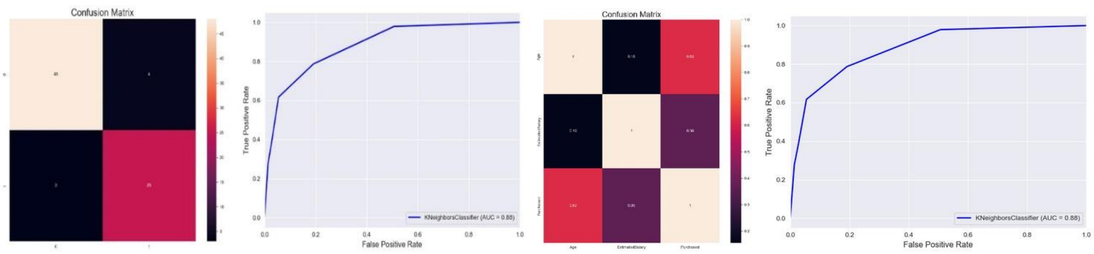

Fig. 2. Confusion Matrix, ROC Curve for KNN and Linear Regression

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Table 3: Evaluation Results

Algorithm	Accuracy (%)	Precision	Recall	F1-score
Logistic Regression	97	0.98	0.97	0.96
Support Vector Machine	97	0.98	0.97	0.96
K-Nearest Neighbors	97	0.96	0.97	0.96
Naïve Bayes	93	0.95	0.93	0.94
Random Forest	98	0.98	0.98	0.97

The confusion matrices for each model revealed that Random Forest and SVM had the lowest misclassification rates, making them the most reliable models for ad performance classification. The ROC-AUC curves confirmed these results, with Random Forest achieving an AUC of 0.98.

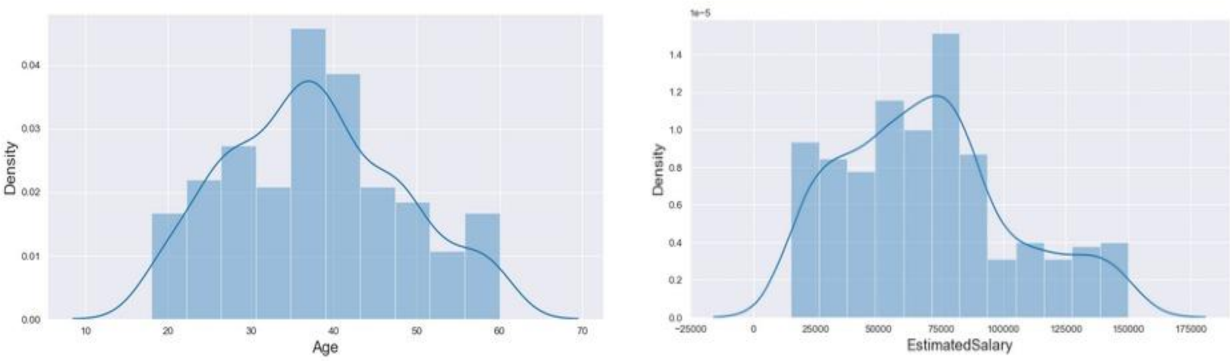

Fig. 3: Age & Estimated Salary vs. Ad Budget and Best Performing Ad Types.

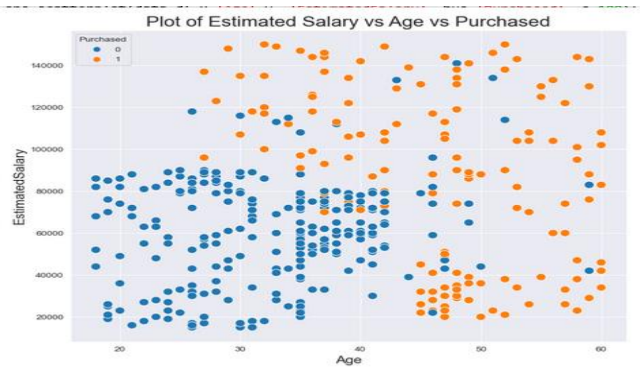

Fig. 4: Age VS Estimated Salary

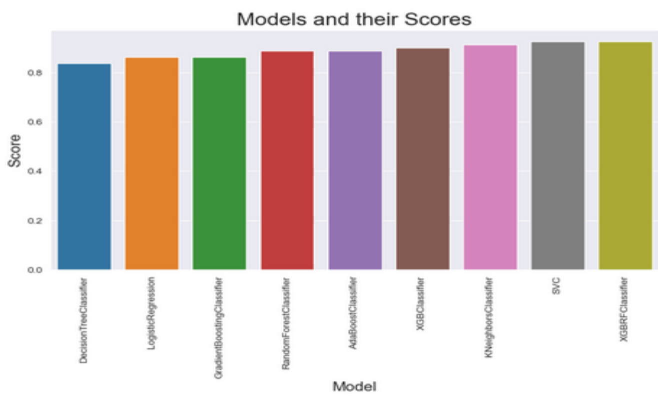

Fig. 5: Platform-wise CTR and Conversion Rate Analysis.

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V. CONCLUSION AND DISCUSSION

This research demonstrated the effectiveness of machine learning techniques in analyzing and predicting the performance of social network advertisements. By leveraging various models such as Logistic Regression, Support Vector Machines, K-Nearest Neighbors, Naïve Bayes, and Random Forest, we were able to classify ad engagement levels and identify key factors influencing user interactions. Among these models, Random Forest exhibited the highest accuracy, followed by Logistic Regression and SVM, while Naïve Bayes struggled with handling complex feature dependencies. Feature engineering, including user engagement classification, sentiment analysis, and time-based trends, played a crucial role in improving predictive accuracy. The results indicate that factors such as ad content sentiment, budget allocation, and ad frequency significantly impact engagement rates and conversion success. The findings of this study offer valuable insights for digital marketers and advertisers in optimizing ad strategies based on data-driven decision-making. The use of visualization techniques, such as heatmaps and word clouds, helped interpret key patterns in ad performance. However, some limitations exist, such as the reliance on historical data, which may not fully account for rapidly changing user behaviors. Future research could focus on incorporating real-time ad performance tracking, exploring deep learning models for enhanced accuracy, and integrating external social media trends to refine predictions further. Overall, this study highlights the potential of machine learning in optimizing digital advertising strategies and improving return on investment (ROI) for social network ads.

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